



MAISON  
&OBJET  
P A R I S



## tradeshow report: “Maison & Objet” and “IMM Cologne”

Paris, France ▪ January 23-27, 2015

Cologne, Germany ▪ January 18-24, 2015

**By Kristin Moerman & Kirsten Barnds**

This year marks the 20<sup>th</sup> anniversary of Maison & Objet; a design and lifestyle show focused on inspiration and discovery for designers and professionals in the home décor market. The show featured 3,194 exhibitors and welcomed 78,200 visitors.

IMM Cologne is an international interiors show presenting new trends and market-ready innovations while supporting up and coming designers. The show featured 1250 exhibitors and attracted over 142,000 visitors.

Due to the overlap in color, design, and even exhibitors, we have combined the trade show reports. While pattern is featured primarily at M&O, most color stories were represented at both shows.



tradeshow report: “Maison & Objet” and “IMM Cologne”– January 2015



# MAKE



N° 26

## INSPIRATIONS: MAKE

“Throughout the year, the members of the MAISON&OBJET Observatory search for and analyse the micro-warning signs of change. These help define a key inspirational theme, explored and developed in the MAISON&OBJET Inspirations Book and staged in three areas of Hall 7, entrusted to François Bernard (Croisements), Elizabeth Leriche and Vincent Grégoire (NellyRodi), respectively.

In January 2015, the show presents the theme ‘MAKE’ expressed in areas entitled ‘NATURE MADE’, ‘HUMAN MADE’, and ‘TECHNO MADE’.” Inspirations n°26





# NATURE MADE

FRANÇOIS BERNARD



## INSPIRATIONS: NATURE MADE by Francois Bernard

“Life scientists, artists and designers summon the spirit of Mother Nature and dabble in her laws with rather sorcerer-like rituals. Letting chance, experiments and mutations made by these bio-magicians catalyse wondrous things. Thus are born fascinating creations that herald a new generation of objects.”

### In depth

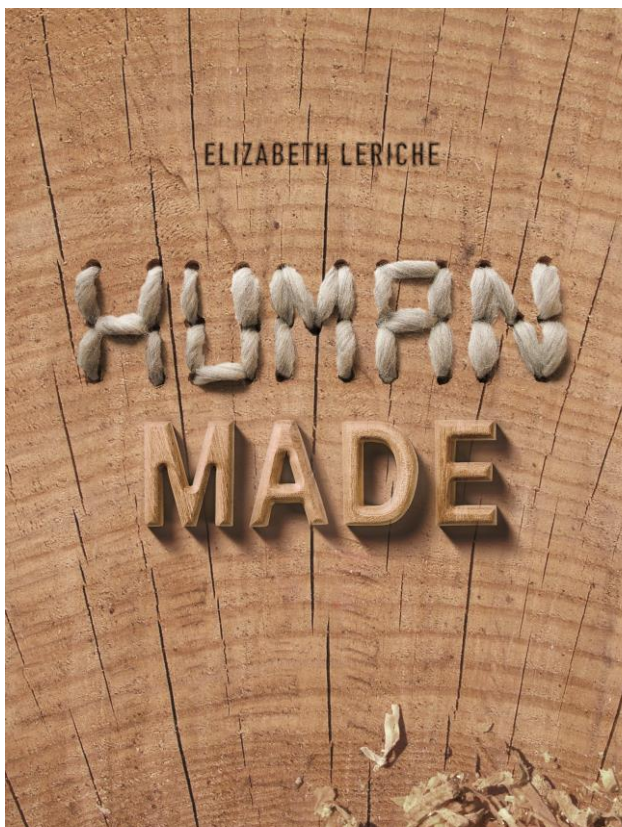
Observing natural phenomena sustains the quest for knowledge and beauty. It leads scientists and designers towards a common experimentation platform. Their work anticipates approaches to manufacturing that mimic or utilize the ways living things develop, to recreate their fascinating magic and spontaneous mutations. Alongside these empirical approaches are appearing new families of objects. They use organic properties and compose with time, to satisfy our need for contemplation and enchantment.”

Inspirations n°26



tradeshow report: “Maison & Objet” and “IMM Cologne”— January 2015





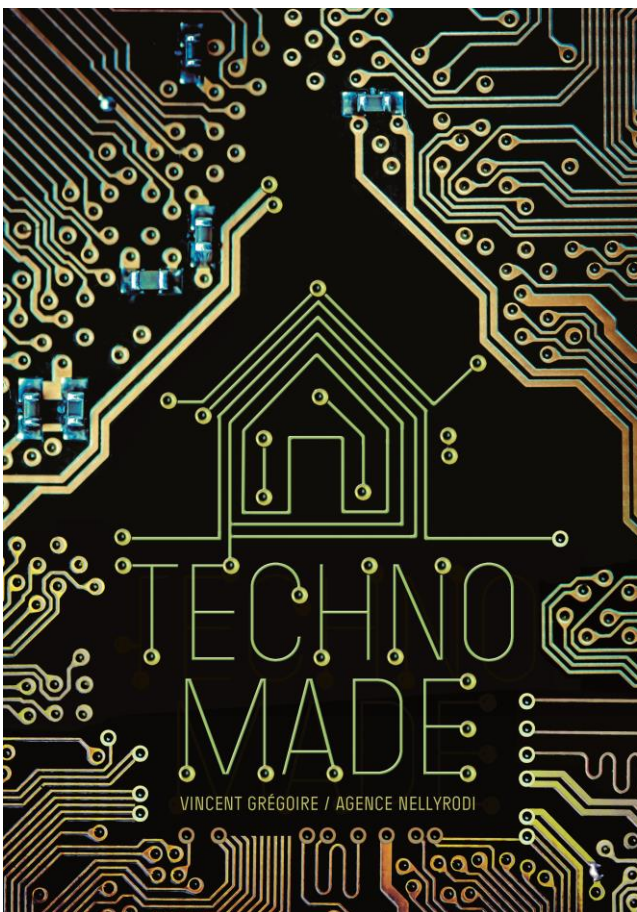
**INSPIRATIONS: HUMAN MADE** by Elizabeth Leriche

“The hand, the tool of a new luxury, touches and transforms. From the alphabet of materials and the grammar of technique, the savoir-faire of neo-craftspersons writes sensitive and rare objects. These works demonstrate radical singularity beyond their function. The art of making is freeing the object itself from the mundane, thus giving it the possibility to leave its mark upon time.

**In depth**

The metamorphoses that separate the raw material from the finished piece illustrate a vast and fascinating range of savoir-faire. The hand plays the leading role in the theatre of technique. A tool of the mind, we assign it its own intelligence, with knowledge shared and enriched from one generation to the next. The world of luxury gives new life to its value by bearing witness to the steps required to realise exceptional products. Similarly, designers overwhelmingly endorse the sensuality and singularity to which such objects give rise, as a counterpoint to globalisation.” Inspirations n°26





**INSPIRATIONS: TECHNO MADE by Vincent Grégoire/Agence NellyRodi**

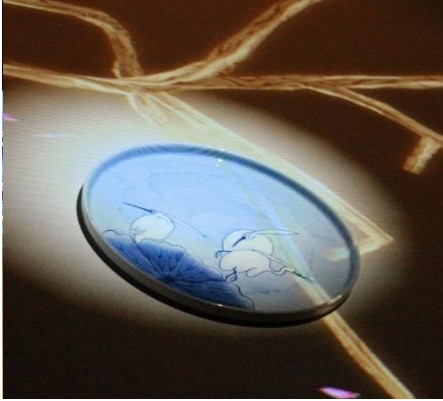
“Is tomorrow’s designer hiding behind an engineer’s white coat? By designing benevolent machines connected to a digital environment, the new algorithms of contemporary comfort invent an enhanced rapport with the world. And foretell of brand new life experiments that strengthen our well-being and autonomy.

**In depth**

Technological innovations are expanding fashion and design material libraries, renewing ways to express beauty, goodness, even the organic. Digital feats have led to machines that are becoming benevolent partners. They meet our individual needs, democratise the production tool and allow improved interaction with our near and remote environments. Connected to one another and with us, they open new horizons for an enhanced relationship with our world, ever more enjoyable, entertaining, comfortable and independent.”  
 Inspirations n°26



Espace teamLab  
-Un monde délivré, puis reconnecté-  
Espace teamLab -World Unleashed and then Connecting-



### Espace teamLab

Arita ware vases transform this space into a brand new world. Vases can be arranged on the table however visitors like; the worlds unleashed from each vases is affected by the other vases on the table at the time. The images are not merely recorded and replayed, they are affected by visitors. A bird unleashed from one vase can perch on a tree unleashed from another. The worlds unleashed on the table influence each other, react to the actions of visitors, and combine to create one single continuous world.





## LAYERED TEXTURES

### FAUX BOIS

Materials from nature are replicated and layered with additional non-traditional colors and finishes; wood and animal skin textures most prevalent.

### OVERLAY

Appliques take on a more three dimensional appearance while woven materials simulate the effect of multiple fabric layers; most commonly with a lace-look.





M&O



M&O



IMM



M&O



M&O



M&O



M&O

## FINISH

### CONTRASTING

Polished with rough; color glazes with rough natural materials, matte with shine/gloss.

### METALLIC

Metallic pigments added to rough textured finishes while smooth finishes take on an iridescence.

### AUTHENTICALLY AGED

Metal patina and distressed finishes are key; notable decline in basic crackle finish.







M&O



M&O



M&O



M&O



IMM



M&O



M&O

## MIXED MATERIAL

### CONTRASTING

Materials with large textural differences are combined to highlight detail or draw attention to a specific area of an item.

### COMPLIMENTARY

Materials are mixed for structural support and cost but kept in similar finishes to be used together seamlessly.

### CONTRASTING & COMPLIMENTARY

Unexpected pops of color were featured on the bases of chairs and ottomans.





M&O



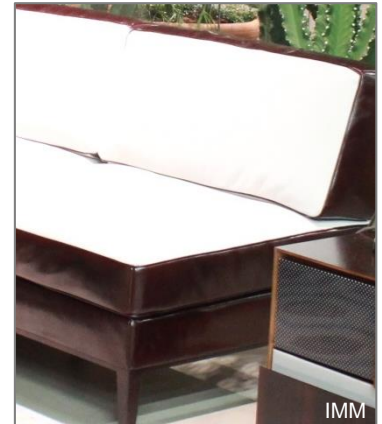
M&O



IMM



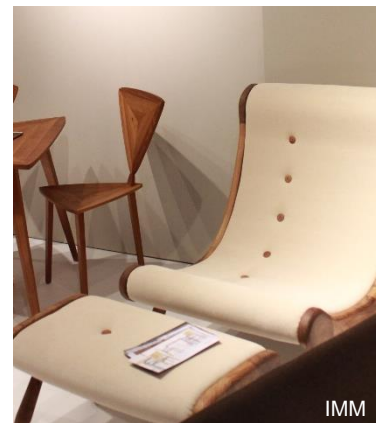
M&O



IMM



M&O



IMM

## MIXED MATERIALS

### FABRIC

Materials in similar or contrasting colors and patterns are used in various ways to highlight each area.

### TRIM

Contrasting welts, wood or leather-wrapped button tufting and applique gives a unique look to even an item upholstered in basic beige and brown.





M&O



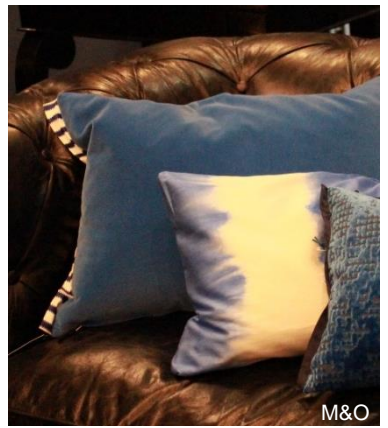
M&O



M&O



IMM



M&O



M&O



M&O



M&O

## EMBELISHMENTS

### NAIL HEADS

The scale of nail heads is increasing while they are being spread further.

### TRIMS

Fringe used in unexpected locations, contrasting fabrics on welts and flanges.

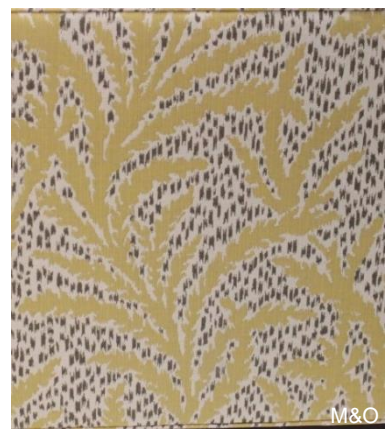
### PINTUCKS

Updated tucks and seams are accented with buttons and nail head details.

### APPLIQUE

Applique is used to enhance or exaggerate the fabric design.





## TROPICAL

### PACKED

All styles of tropical patterns appear more packed than in prior seasons.

### LINE DRAWN

Line drawn, outline, and black and white tropical patterns focused on palm fronds and tropical leaves.

### ANIMAL

Multi-color tropical patterns almost all include birds, animals or skin textures.





M&O



M&O



IMM



M&O



M&O



M&O



M&O

## PAINTERLY FLORALS

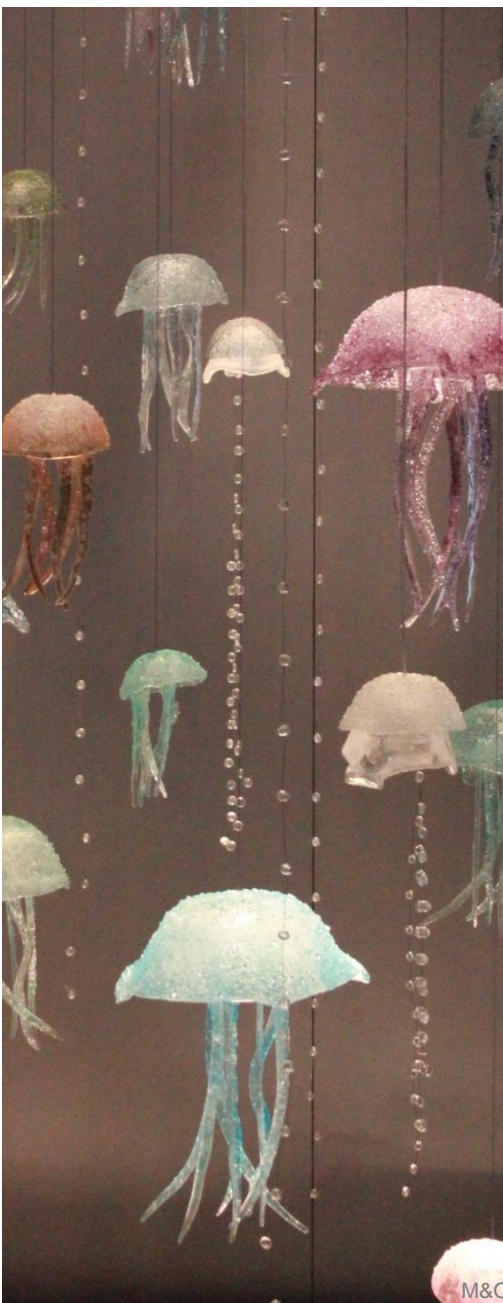
### WATERCOLOR

Floral patterns were most prevalent with soft outlines and paired with water-colored stripes and dots; this is likely related to the advances in digital printing.

### PATCHWORK

Patterns in the same color family are combined either by piecing or by printing a faux pieced fabric, even the chairs to the right have an image transfer with pieced florals.





## SEA LIFE

### SOPHISTICATED

Tiny fish continue to repeat in small scale creating more of a texture; jellyfish and brightly color coral highlighted high end tabletop and lighting showrooms.

### NOVELTY

Fish are brightly colored, usually with a mostly solid fill, and commonly paired with a scale-textured border or other elements taken from the fish itself (see polka dots to left).

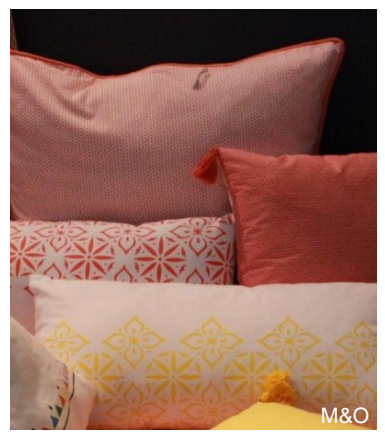




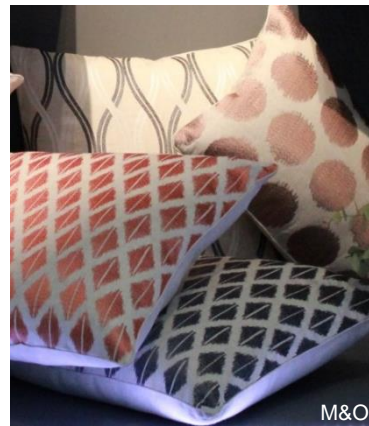
Vanillafly M&O



M&O



M&O



M&O



M&O



Zenza M&O



M&O

## GLOBAL GEOMETRICS

### BLOCK PRINT

Block print style geometrics are used in repeat or to create engineered looks.

### DHURRIE

Flat woven dhurrie materials translate well from the floor to accent pillows.

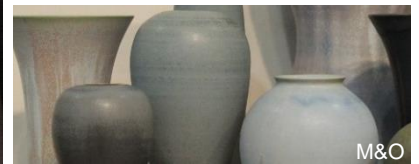
### WATERCOLOR

Stylized geometrics take on the same water color softness observed in florals.

### TONAL

Small scale geometrics in total colors function as a texture rather than a pattern.



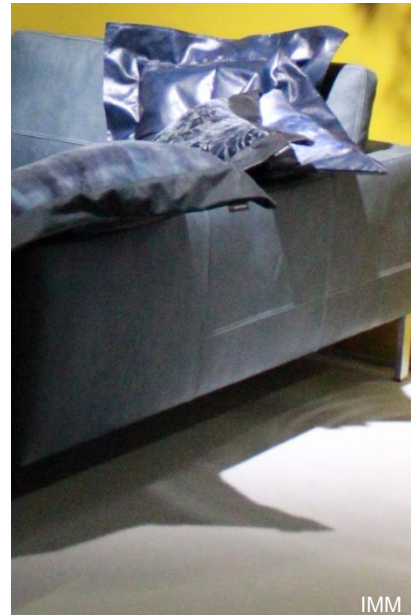


## RUSTIC DEMIM BLUES AT MAISON ET OBJET

Casual, soft and warm, blues are mixed with lighter or darker values.



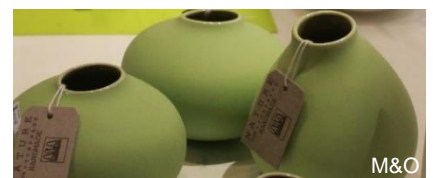
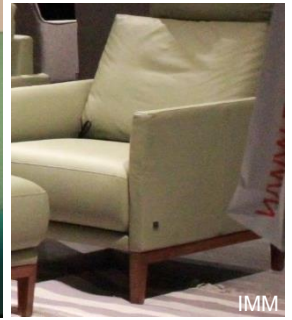




### BLUE STATEMENTS AT IMM

Blue played a prominent role at IMM ranging from teal to periwinkle, and noticeably more saturated than what was featured at Maison & Ojbet.





## DIVERSE VEGETAL GREENS

Acidic green and gray washes look great on their own or paired with aqueous or peacock hues.





Emotis M&O



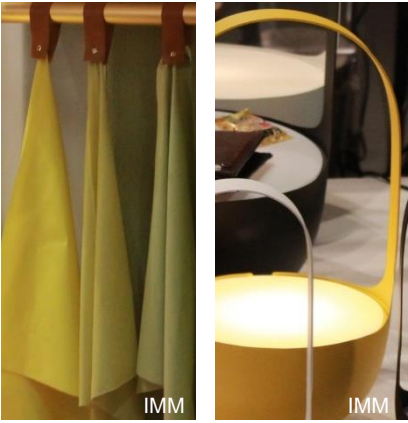
Bed and Philosophy M&O



M&O



IMM



IMM



IMM



M&O



Inka M&O



M&O



M&O



M&O



IMM

## GOLDEN YELLOWS

Ranging from bright and happy to neutral. Yellow also plays an excellent support role this year appearing in many color combinations.





## GRAY & BROWN

Rich grays and browns from cool to warm pair nicely with beige. An almost black dark charcoal gray increases the contrast compared to prior seasons for a stronger statement.

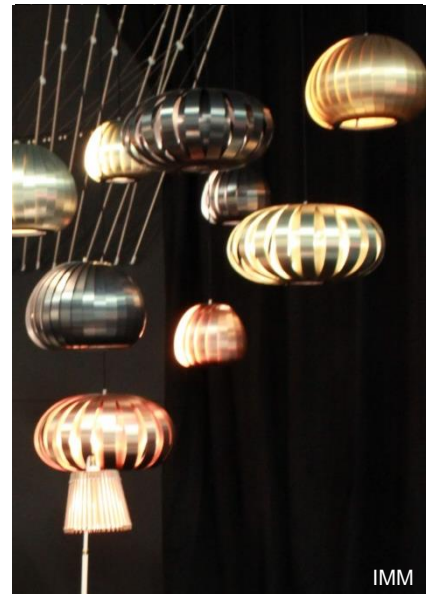




## LAYERED REDS

Reds are freshest when layering different hues from warm to cool.





## METALLIC TOUCH

Metals are mostly warm including brass, copper and rose. Finishes are aged, glossy or flat. Matte metallic harmonizes with matte black. Metallic finishes weren't as prominent at IMM as M&O.

